

# PLAY WITH PRIMARY WING (BIG DISTRICT LEVEL)-T3

Expenses			Fixed Investment (One Time) Bifurcation		
			S.No.	Expense Head	Amount
<b>Fixed Investment (One Time)</b>			1	Franchise Fees & Training Fees	7,00,000
S. No.	Particulars	Amount	2	Gate branding (ACP with logo) 400 sqft	75,000
1	Franchise & Training Fee	7,00,000	3	Classroom Furniture class 1 to 5 - 5	3,50,000
2	Other Infrastructure Cost	13,34,000	4	Classroom Furniture upto UKG -2	1,25,000
3			5	Education & Activity Tools	60,000
			6	Outdoor & Indoor playing Tools	75,000
	<b>Total</b>	<b>20,34,000</b>	7	3D Wall Painting (Int & Ext) upto 2k sqft	80,000
<b>Estimated Construction Area</b>			8	Science Lab	25,000
SL.	INFRASTRUCTURE	Area	9	Library	30,000
1	Reception with washroom @350	300	10	Parking & open area - 1k (@50 per sqft)	50,000
2	Principal Chamber with washroom	250	11	Furniture (Principal, Reception & others)	75,000
3	General office/account (12*15)	180	12	AC (computer lab, Reception & principal)	50,000
4	Classroom for 20 students (12*15)-2	360	13	LED TV (Rec-32" & Activity area-42")-2	35,000
5	Classroom for 40 students (20*20)-5	2000	14	CCTV Camera (16 Channels & Monitor)	35,000
6	Auditorium (24*20)	480	15	Air Purifier & Insects Trapper	10,000
7	Science labs (12*15)	180	16	Inverter (dual Battery)	30,000
8	Library (12*12)	144	17	Fire Extinguisher -5	15,000
9	Staff Room (12*15)	180	18	Biometric Atted. Device With Door Lock	12,000
10	Toilets(floor wise (150 x 2)	300	19	Computer(1), Laptop (1) & Printer (2)	50,000
11	General storage Room (12*10)	120	20	Computer lab M-Computing (5)	40,000
12	Canteen (12*20)	240	21	Toilets Fittings	25,000
13	Gallery	400	22	Canteen & Storage	25,000
14	Computer Lab 10 computer(12*15)	180	23	Water Purifier (RO) & Chiller	12,000
	<b>Total</b>	<b>5314</b>	24	celling fan-20 & light	25,000
Note:-Infra cost may vary depending on area. Avg. cost for concrete & brick work @ 900/sqft. Avg. cost of iron structure @ 400/sqft.			25	JBL partybox sound mix	25,000
			<b>Total</b>		

Additional Support & Services							
S.	Applications & Software		Infra	Academic	Advt & Mkt	Addit support	
1	Website page	Mobile application	Architecture Design	Curriculum	Newspaper & FM	Site visit	Prospectus
2	ERP Software	Facebook page		Annual	Facebook paid advertisement	Stationary	
3	Enquiry Mag. sys.	IT Support	Inspection of site	Routine	Leaflets & Flex Banners Design	National Level Competition	
4	online support	Social media		Training	Door to door, Booth camp.		

Note 1: Initial Income include: Registration fee, Admission Fee, Activity fee & Annual Fee

Note 2: Abbreviations used: Exp=Expenditure;Dep= Depreciation;Est=Estimated;RD=Royalty Deduction

Note 3: Tier 1 stands fro metros eg. Delhi, Mumbai, Bengaluru, Pune. Tier 2 stands for State Capital eg. Lucknow, Patna. Tier 3 stands for Big Districts eg. Kanpur, Gaya. Tier 4 stands for Districts eg. Vaishali, Sonipat.Tier-5 Stands for Block level Please refer to List of Districts annexure for complete details.

## 1st Year Annual Return (Assuming 225 new Students come)

Expenses		
Fixed Investment (One Time)		
S. No.	Particulars	Amount
1	Franchise & Training Fee	7,00,000
2	Infrastructure Cost	13,34,000
<b>Total</b>		<b>20,34,000</b>

Staff Salary & Other Monthly Expenses				
S. No.	Position	Nos.	Cost	Amount
1	Principal Salary	1	18000	18,000
2	Teacher Salary	7	9000	63,000
3	Maid/Poen Salary	3	6500	19,500
4	Guard Salary	1	7000	7,000
5	Elec, Stat & other Exp	.....	14000	14000
<b>Total</b>				<b>121500</b>

Fixed Capital			
Original Value	12,00,000	20% dep	960000

Assets & Return				
Initial Income for new students (Admission fee .....				
LEVEL	UPTO UKG	1&2	3&4	5
Registration Fee	1000	1000	1000	1000
Admission Fee	3500	3500	4000	4000
Activity Fee	3000	3000	3000	3000
Annual Fee	2000	2000	2500	2500
<b>Total</b>	<b>9500</b>	<b>9500</b>	<b>10500</b>	<b>10500</b>
students (225)	50	75	70	30
<b>Total</b>	<b>475000</b>	<b>712500</b>	<b>735000</b>	<b>315000</b>
<b>Grand Total</b>	<b>2237500</b>			

Fee Structure (for 2 Months)			
Class	Fees	No of stud.	Amount
UPTO UKG	3000	50	150000
1&2	3000	75	225000
3&4	3200	70	224000
5	3200	30	96000
<b>Total</b>			<b>695000</b>

1st Year Break Even Point (For 60 New Students)								
S. No.	Particulars	Apr-May	Jun-July	Aug-sep	Oct-nov	Dec-Jan	Feb-mar	Gross Annual
1	Investment (One Time)	0	0	0	0	0	0	<b>20,34,000</b>
2	Staff Salary + Misc Exp	2,43,000	2,43,000	2,43,000	2,43,000	2,43,000	2,43,000	<b>14,58,000</b>
3	Initial Income	22,37,500	0	0	0	0	0	22,37,500
4	Tuition Fees	6,95,000	6,95,000	6,95,000	6,95,000	6,95,000	6,95,000	41,70,000
5	Profit	26,89,500	4,52,000	4,52,000	4,52,000	4,52,000	4,52,000	<b>29,15,500</b>
Cumulative Profit		26,89,500	31,41,500	35,93,500	40,45,500	44,97,500	49,49,500	

KIT PRICE	PLAY	NURSERY	LKG	UKG	1	2	3	4	5
	4400	4900	5400	5900	6400	6700	7000	7300	7600

KIT ITEM'S	
	1.Digital Book 2.school Bag 3.Summer Uniform (1) 4.Apron 5.Water Bottle 6.Lunch box 7.Belt 8.Dairy 9.Socks 10.ID Card

EXTRA ITEM'S OF KIT	
	1. Smart pen-2500, 2.Cap-80 3.Sports Dress -1000-1450 Dress 4.Winter Dress 22-850,24-880,26-810,28-930,30-960,32-990,34-1020,36-1050,38-1080,

2nd Year(Assuming 40 Students leave and 200 come) Total No-340					
Expenses					
Position(salary)	Principal	Teacher	Maid /Clerk	Guard	Elec, Stat & other exp
Cost (salary)	19000	9500	7500	8000	25000
Nos.	1	11	5	2	0
Amount sum	19000	104500	37500	16000	177000
Total Monthly Expenses					202000

3rd Year(Assuming 40 Students leave and 200 come) Total No-500					
Expenses					
Position(salary)	Principal	Teacher	Maid /Clerk	Guard	Elec, Stat & other exp
Cost (salary)	21000	10000	8000	8500	30000
Nos.	1	15	6	2	0
Amount sum	21000	150000	48000	17000	236000
Total Monthly Expenses					266000

Assets & Return				
Initial Income for new students (Admission fee,reg,activ,annual.)				
LEVEL	UPTO UKG	1&2	3&4	5&6
Total fee (Admission)	10000	10000	11000	11000
New students (200)	60	50	50	40
Total	600000	500000	550000	440000
Final New student fee	2090000			
Old students A fee.(act,anl)	6000	6000	6500	6500
Old students A fee.(140)	20	35	40	45
Total	120000	210000	260000	292500
Final old student fee	882500			
Grand Total	2972500			

Assets & Return				
Initial Income for new students (Admission fee,reg,activ,annual.)				
LEVEL	UPTO UKG	1&2	3&4	UPTO 7
Total fee (Admission)	10500	10500	11500	11500
New students (200)	60	50	50	40
Total	630000	525000	575000	460000
Final New student fee	2190000			
Old students A fee.(act,anl)	6500	6500	7000	7000
Old students A fee.(300)	60	85	95	60
Total	390000	552500	665000	420000
Final old student fee	2027500			
Grand Total	4217500			

Fee Structure (for 2 Months)				
Class	Fees	No of stud.	Amount	Total
UPTO UKG	3200	80	256000	1140500
1&2	3200	85	272000	
3&4	3500	90	315000	
5&6	3500	85	297500	

Fee Structure (for 2 Months)				
Class	Fees	No of stud.	Amount	Total
UPTO UKG	3500	120	420000	1872500
1&2	3500	135	472500	
3&4	4000	145	580000	
UPTO 7	4000	100	400000	

Fixed Capital				Maintan...
Original Value	12,00,000	30% dep	840000	150000

Fixed Capital				Maintan...
Original Value	12,00,000	40% dep	720000	200000

2nd Year Annual Return			
Particulars	April-may	April -march	Annual
Maintanance	150000	0	2574000
Staff Salary + Misc Exp	0	2424000	
Initial Income old+ new	2972500	0	9815500
Tuition Fees	0	6843000	
Profit	28,22,500	0	72,41,500
Cumulative Profit	72,41,500		

3rd Year Annual Return			
Particulars	April-may	April -march	Annual
Maintanance	200000	0	3392000
Staff Salary + Misc Exp	0	3192000	
Initial Income old+ new	4217500	0	15452500
Tuition Fees	0	11235000	
Profit	40,17,500	0	1,20,60,500
Cumulative Profit	1,20,60,500		

### 3yr ROI

sl no.	PLAY WING	PRIMARY WING	PER STUDENT BRAND FEE	Total student (old+new)	Initial Income	Tuition Fee	T Income	Yearly Exp	Brand Fee	Actual income
1	50	130	1400	180 New	2237500	4170000	6407500	1458000	182000	4767500
2	80	260	1400	200 New & 140 old Total (340)	2972500	6843000	9815500	2424000	364000	7027500
3	120	380	1400	200 New & 300 old Total (500)	4217500	11235000	15452500	3192000	532000	11728500
					<b>9427500</b>	<b>22248000</b>	<b>31675500</b>	<b>7074000</b>	<b>1078000</b>	<b>23523500</b>
									infra investment	2034000
										21489500

### TIER-3

sl no.	NAME	SUPPORT	1st yr	5yr Budget	Remark
1	Site Visit & Inspection	Additional support	25000	25000	Two time
3	FM Radio	Add & Marketing	7000	7000	one time
7	FaceBook paid adv.	Add & Marketing	7000	7000	paid adv.
8	Mobile App. & ERP Software	Applications & Software	10000	10000	1 St Year
9	Website Page & IT Support	Applications & Software	6000	30000	5 year
10	Training and Academic support	Academic	30000	150000	5 year
11	State & National Level Conference	Academic	10000	10000	1 St Year
12	Stationary	Additional support	7000	35000	5 year
13	News Paper Advertisement	Add & Marketing	50000	250000	5 year
14	State & National level competition	Additional support	10000	50000	5 year
<b>TOTAL</b>			<b>162000</b>	<b>574000</b>	

**Note:**

1. **Mobile App.:-** A Platform which makes "Everything handy/"All under one Umbrella".
2. **ERP Software:-** Enterprise Resource Planning-All office automation at one Row.
3. **Website Page:-** Page Provides aggressive reach to the maximum users.
4. **Training:-** Training for enhancement, skill based training for knowledge upgradation , Motivational Training etc.
5. **Academic Support:-** To the development and betterment of kids, which makes children to grow at State and National level. (eg Curriculam, Syllabus, Activites, Assessment etc.)
6. **Stationary:-** Admission form, Registration form, receipt, etc.